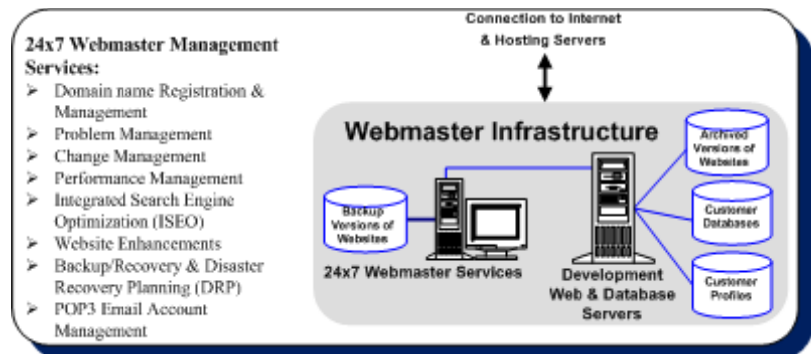




24x7 Web Management Services

Overview

Our 24x7 Webmaster Management Services provides all required maintenance and support for your company's production websites. These services are delivered using our exclusive Webmaster Infrastructure (shown at right) and ensure your company's website is continually updated and maintained throughout its entire lifecycle. The monthly charge for these eight management services range from \$19.99 to \$34.99. These management services are available for websites that were either:



- designed, developed, and hosted by us., or;
- imported, refurbished, and hosted us.

As the name of these services implies; we manage your website 24-hours per day, 7-days a week. This continuous management process ensures that visitors to your website will always have pleasing, error-free web browsing experience, and will always have access to the most current and accurate information available regarding your company's products and services.

Domain Name Registration & Management

If your company does not current have a registered domain name, and you have not selected one, we will recommend one or more domain names. After you have selected one of these domain names, we will register it with one of the major name registration companies, and perform the initial DNS setup that ensures that your domain name will be routed to the correct web hosting company. Also, as part of our 24x7 webmaster services, we will register your domain name on an annual basis. Finally, if you decide to change web hosting companies, we will transfer your domain name and website to the new company at no additional charge.

Problem Management

The timely resolution of website problems is essential to the success of your business website. When problems occur and are resolved quickly, website visitors are left with a favorable impression of your company, and it's products and services. Website problems can be detected by a variety of ways including:

- error reports generated by web hosting company,
- feedback messages from website visitors, or,
- online IIS transaction logs that are downloaded and analyzed on a weekly basis.

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After we are notified of a problem, we initiate our problem management processes. These processes include:

- identifying and isolating problems,
- documenting these problems in our problem management system,
- diagnosing the root the cause of specified problems, and;
- correcting these problems as soon as possible.

We also work closely with the hosting company's technical support and systems admin staffs to resolve performance and availability problems that are not directly related to your website. It is in best interest of all concern that these problems get resolved as quickly and efficiently as possible. Finally, we maintain an on-going dialogue with the hosting company so that we are aware of pending hardware, software, and networking changes that may result in service disruptions to our customers.

Change Management

We ensure that all website and online store software changes are meticulously tested on our local web servers before they are published to your production Web servers. The servers in our web development and management infrastructure have the same software components that are installed on the web servers located at the web hosting company facility. These software components enable us to both unit-test and regression-test all website changes to ensure that your website operates flawlessly after changes are migrated into the production environment. Additionally, we maintain several previous versions of your production website and can easily roll-back to one of these earlier versions if required. This rarely happens but if it does, we can have your site up and running on one of these earlier versions in less than an hour.

Website Enhancements

Unlike static printed publications, business web pages are dynamic, interactive documents that must be changed to mirror changes that occur in a growing, prosperous business. Website enhancements as can be as simple as:

- changing the prices of dozens of products on your online store,
- adding updates to your company's monthly online newsletter,
- adding items to your restaurant's online take-out menu, or;
- adding a new contact information form to an existing customer service application.

Occasionally, larger (or more) complex website enhancements are also required to take advantage of new web technologies such as delivering web pages to new G3/G4-based mobile phones and PDA devices. We allocate **two (2) hours per month** for all website enhancements and this usually more than enough time to complete the vast majority of the enhancements to the websites that we develop and host. *(If major enhancements and/or changes are required that exceed the two-hour per month included in the 24x7 webmaster services fee, we will provide a written price quote for these changes before starting the specified project.)*

Backup/Recovery & Disaster Recovery Planning (DRP)

While most web development companies generally ignore the areas of backup/recovery and disaster recovery planning, these are among the most important services we provide to our customers. When you are "doing business on the Web", it is of the utmost importance that customers be able to access your website (and online store systems) at all times. If your website is down, your business is down! We maintain multiple copies of your production website and can rebuild your site at a moments notice. In case of a catastrophic failure of the production hosting server farm, we will activate our Disaster Recovery Plan (DRP). If we determine that the production web server farm will be down for an extended period of time, we move all outsourced websites to an alternate hosting company, and will continue to run websites at the alternate center until the primary hosting company returns to full operational status. After this occurs, we will move all websites back to the production hosting web server farm.

Search Engine Optimization (ISEO)

Performance management statistics are also used to help determine if your website is listed with major search engines search as Google, Bing, and Yahoo. The process of ensuring that your website is listed with these and other search engines is referred to as Search Engine Optimization (SEO). Major search engines use web-crawling robots – referred to as spiders – to periodically crawl all sites on the Internet. We integrate a large number of SEO features directly into the design of all pages of your new website. Some of these integrated SEO features include:

- Placing important Meta Tag descriptions and keyword phrases in top-level pages.
- Ensuring that important keyword phrases include words that are also included in the text of all top-level pages.
- Including ALT tags containing keyword phrases on all images, graphics, and photographs on the site.
- Adding page titles contains keyword phrases to all pages.
- Recommending fee-based search marketing services such as AdWords, Pay-Per-Click (PPC), Analytics, and electronic yellow pages.

We can also provide you with optional third-party SEO and website advertising programs such as "pay-per-click". If your objective is to achieve first page ranking, then you should definitely investigate one or more these third-party SEO programs, or use one of the Google, Bing, or Yahoo web marketing programs.

Performance Management

We monitor your website using tools such as IIS performance/transaction logs, and utilize our state-of-the-art web log analyzer to create reports that show when, where, and how customers (and potential customers) visited your website. This information is then published to a secure web page on your website. This secure page is updated on a monthly basis and can only be access by persons with an authenticated user name and password. In addition to publishing this performance information to your website, we also

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archived it on our SQL database server. These performance statistics can also be printed and sent to you if requested.

POP3 Email Account Management

If your website is hosted by our web hosting services, we can help you create up to 90 POP3 Email accounts for your company. Your management staff, company employees, and other authorized individuals can use these accounts to send and receive Email messages from both company-owned and home computers. These Email accounts include all standard Email functions including junk-mail filters and Greylisting, and each account is protected by user-selectable passwords. Your POP3 Email addresses are in the form of [name@YourCompany.com](#); where *name* is the ID of the Email account holder and *YourCompany.com* is your company's domain name. We will provide you Email administrator instructions for setting-up and managing your Email accounts using Outlook, Outlook Express, Windows Mail, and SmarterMail. Email stored on our secure POP3 Email Servers can be access by:

- an Email client running of a PC,
- a standard web browser running on a PC or MAC, or ;
- a PDA or Web-enabled phone.

The POP3 Email accounts includes as part of our web hosting services provides you with all of the advanced messaging features required to support your small business.